

1603 - ECONOMIC FOR BUSINESS- I										
Teaching Schedule Per Week			Progressive Assessment		Examination Schedule (Marks)					
					Theory		Practical Ex.	Total		
Lectures	Practical	Credits			3Hrs.	100	-	125		
4	-	4	25							
Pre-requisite		Source	1	Semester	Theory	Test	Total	TW	PR	Gr Total
		MOP			75	25	100	25	-	125
										44

RATIONALE: The overall objective of the course in Economics for Business - I is to acquaint and equip students with the relevant tools and techniques of Economic Science. Emphasis is placed on applied aspects, which should assist students to appreciate and understand economic administration and management. The primary objectives are listed as under:-

- To give a clear understanding that business economics is a science of business decision making.
- To acquaint the learners with the tools and techniques of economics and other allied disciplines, which are aids to decision making.
- To understand the different areas of decision-making and make in-depth study,
- To acquaint the learner with the mathematical/ statistical techniques generally used in decision-making,
- To develop practical skills through tutorial sessions to understand the business problems.

COURSE CONTENTS		Hrs
1. INTRODUCTION	What is Business Economics? Relationship with allied disciplines, Business Decision Making; Tools & Techniques of Decision Making, Nature, scope & utility of Business Economics; Business problem as an economic problem; Micro and Macro Economics; Fundamental concept in economics	5
2. DEMAND ANALYSIS	Concepts; Law of Demand, Types, Elasticity, Practical Significance of Utility analysis, Indifference Curve Techniques as a Tool of Analysis; Price, Income, and Substitution Effects. Concept of Consumer Surplus and its importance, Exceptional Demand, Concept of productive Life cycle. Demand Estimates and Demand Forecasting.	10
3. PRODUCTION	Concepts: Laws of Production, Cost of Concepts and Analysis, Cost Estimates, Cost output Relationship	12
4. BUSINESS ENTERPRISES	Objectives: Price Output Decision, Types of Markets. Exposure to all Types of Market situation with emphasis on pricing decisions. Special emphasis on perfect Competition, Selling costs and Advertising; Approaches for fixing an advertising Budget.	6
5. PRICING	Policies & Strategies, Price Discrimination, Pricing of Multiple products, Pricing of Services, Policies and Regulatory Mechanisms in pricing area.	8
6. PROFIT	Profit Analysis; Cost-Volume-Profit Analysis; Break-Even-point; Brief Introduction to theories of the firm.	6
7. DISTRIBUTION	Introduction; Productivity theory; Factors influencing Rent, Wages, and Interest (No theories)	10
8. INVESTMENT DECISIONS	Capital Budgeting, Public Investment Decisions, Input/Output Analysis, Linear programmes – Inventory Management.	6
Total		

TUTORIALS LIST

Measurement of Elasticity, Application of Tools and Techniques. Identifying Decision- Making Problems. Demand Schedule. Supply Schedules. Practical problems in Demand Estimates & Forecasting. Consumer Surplus Regulatory Mechanisms in price fixation. Identifying pricing policies and strategies by different Indian Firms. Techniques of Inventory Management. Problems in the area of Capital-Budgeting. Problems in Break-Even Analysis
(The list is only illustrative)

INSTRUCTION TO PAPER SETTERS:

No individual question should be more than 5-7 marks.
Questions should be of short answer type only.
Sufficient internal choice be provided in the question paper.

REFERENCE BOOKS:

1. Handerson & Quandt, Microeconomic Theory, McGraw Hill (USA)
2. Ferguson, Microeconomics, McGraw Hill USA

3. Joel Dean, Managerial economics.
4. Mote. Paul & Gupta, Managerial Economics: Concepts & Cases, (TMH)
5. K.K. Deo, Managerial economics, (Surjeet)
6. D.N. Dwivedi, Fundamentals of Managerial Economics (VANI)
7. O.P. Chopra, Managerial Economics (TMH)
8. D. Gopalakrishna, A Study in managerial Economics, (HIMALAYA)
9. Koutsoyiannis, Modern Microeconomics, (Macmillan)
10. Emily Wolf & Others, Managerial Economics (PITMAN)
11. D.M. Mithani, Fundamentals of Business Managerial economics (Himalaya)
12. IGNOU, School of Mgmt, Managerial Economics, MS-9
13. Evan Douglas, Managerial Economics, Theory, Practice & problems (PHI)
14. Varshney & Maheshwari, Managerial Economics, (S. CHAND)
15. Habib-Ur-Rahman, Managerial economics
16. Stonier & Hague, A Textbook of Economic Theory (Macmillan)
17. M.L. Jhingan, Advanced Economic Theory (VIKAS)
18. K.K. Dewett, Modern Economic Theory (S. CHAND)
19. W.J. Baumol, Economic Theory & Operations Analysis (PHI)
20. Paul Samuelson & Nordhaus, Economics, (McGraw)
21. P.L. Mehta, Business & Managerial Economics (S. CHAND)
22. A.I.U., Question Bank: Book Series (ECONOMICS).

